

Director of Development and Communications

Job Purpose:	<p>Play a key role in leadership and management of the School as a member of the Senior Management Team.</p> <p>Lead LEH's Development Office, taking responsibility for development and fundraising at the School.</p> <p>Play a key role in leading and managing the School's external and internal marketing and communications.</p>
Accountable to:	The Head Mistress
Management Responsibility:	Line manage all members of the Communications and Development Team
Accountabilities:	<p>1. Policy/Strategic direction and development</p> <p>a. With the Senior Management Team, develop the school's Strategy Plan. Share responsibility for translating the vision for the whole school into agreed annual objectives and operational / business plans.</p> <p>The list below describes the general nature of the role. Its precise nature, and how it develops, will depend to some extent on the existing skills, expertise and experience of the successful candidate. Duties and responsibilities will include those that are both strategic and operational in nature, and which may vary significantly over time.</p> <p>b. Develop and manage an effective, comprehensive programme of fundraising at the school. This will include:</p> <ul style="list-style-type: none"> ○ growing membership of our regular giving programme, ○ promoting our legacy and bursary programmes, ○ instigating fundraising for specific capital campaigns. <p>c. Play an active role in leading the Development Board.</p> <p>d. Build relationships with potential major donors.</p> <p>e. Widen engagement with all LEH stakeholders</p> <p>f. Maintain and implement a long-term, sustainable fundraising strategy.</p> <p>g. Develop alumnae relations and engage alumnae with the academic life of the school, including activities which raise the school's profile.</p> <p>h. Maintain positive relations with Hampton School, seeking to develop further cooperation and collaboration between the two schools.</p> <p>i. Develop the school's external relations, marketing and communications strategies, and the associated plans for implementation.</p>

	<p>j. Promote and develop the School’s reputation and its public profile, nationally and internationally, to attract and retain high calibre pupils and employees.</p>
	<p>2. Internal leadership and management</p> <p>a. Manage the work of the Development and Communications team.</p> <p>b. Collaborate with the Registrar on marketing to prospective parents and pupils.</p> <p>c. Apply and maintain the integrity of the School’s brand and image as used by members of the School community.</p> <p>d. Manage the School’s external relations budget, in agreement with the Governors and the Head Mistress.</p> <p>e. Ensure that marketing and development activities are effectively monitored and evaluated, including assessing whether agreed objectives are being met.</p>
	<p>3. External links</p> <p>a. Participate in activities in support of the school’s marketing agenda in order to attract and retain top quality pupils and staff, including open days and prospective parents’ visits.</p> <p>b. Support the Admissions Team in the pupil recruitment process at 7+, 11+, 16+ and for occasional vacancies to the Junior and Senior Schools.</p>
	<p>4. General Responsibilities of all SMT Members</p> <p>a. Provide a professional role model for others, clearly demonstrating personal commitment to quality and excellence.</p> <p>b. Lead by example, providing inspiration and motivation, and embody for the pupils, staff, Governors, parents and wider community, the vision and purpose of the school.</p> <p>c. Establish priorities for expenditure in all areas of responsibility and monitor the effectiveness of spending and use of resources to ensure value for money.</p>
<p>Review and Amendment:</p>	<p>This job description should be seen as enabling rather than restrictive and will be subject to regular review.</p>

Person Specification

The Director of Development and Communications at LEH will possess, and demonstrate experience of, a wide range of leadership values and competences, including the ability to:

- establish credibility quickly, build relationships and influence at all levels, and command respect
- lead the development and implementation of new strategies
- initiate processes and procedures to resolve new and evolving problems
- use key performance indicators to guide fundraising, marketing and communications strategies
- identify future demands and opportunities
- assess the potential impact of their decisions.

The successful candidate will have the following experience:

- Problem solving
- Strategic planning
- Team building to achieve success through others
- Communication - written and verbal

On a personal level, the successful candidate will demonstrate judgement and wisdom, be a confident analytical thinker and an excellent communicator.

Experience

At least 5 years' experience of running a successful marketing/communications or fundraising team, preferably in a school or higher education institution.

Experience of Alumni Relations is desirable.

A relevant degree or equivalent qualification and/or proven post qualification experience in marketing and/or development and/or external relations.

Knowledge of current issues in the education sector (desirable but not essential).

Skills

Excellent interpersonal skills including the ability to relate well to people on all levels, to resolve conflicts in a sensitive manner, to encourage and motivate	Essential
Ability to work effectively as a member of a leadership team, to show initiative and imagination, to have vision and the ability to inspire others	Essential
First class organisational and administrative skills, with the ability to remain calm under pressure and work to tight deadlines, managing competing priorities	Essential
Strong analytical and problem-solving skills, combined with a proactive and positive approach to change management	Essential
Effective and energetic in instigating and implementing change	Essential
Able to see through complex strategies from concept to conclusion	Essential
Able to maintain a high work rate and to juggle a range of tasks and issues at the same time	Essential
Excellent written and spoken English	Essential
Sufficient numeracy to interpret statistical data and manage budgets	Essential

Knowledge

Knowledge of current issues in the education sector	Desirable
Good working knowledge of common ICT applications	Essential

Qualifications/Attainment

A relevant degree or equivalent qualification and/or proven post qualification experience in marketing and/or development and/or external relations.	Essential
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Experience

At least 5 years' experience of running a successful marketing/communications or fundraising team, preferably in a school or higher education institution.	Essential
Substantial and successful experience of leadership and management	Essential
Experience of Alumni Relations	Desirable

Attitude/approach

Personal integrity, honesty, energy, stamina, enthusiasm	Essential
A willingness to give generously of your time to support school events and activities	Essential
Commitment to personal development and life-long learning	Essential